M2090-743^Q&As

IBM Big Data and Analytics Sales Mastery v2

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QUESTION 1

Typically social media is characterized as {structured or unstructured} data and is located {internal or external} to an organization. Choose the correct combination.

A. Structured External

B. Structured Internal

C. Unstructured Internal

D. Unstructured - External

Correct Answer: B

QUESTION 2

The main buyer who holds the budget for an enhanced 360 view solution and an operational analysis solution is:

A. IT

B. LOB

C. CEO

D. None of the above

Correct Answer: D

QUESTION 3

Why is IBM a strong player in Data Warehouse Modernization?

A. IBM employs proven solutions that help clients

B. IBM is the only vendor to bring cognitive capabilities into the data warehouse picture

C. IBM has the deepest patent assets and investment of any vendor

D. All of the above

Correct Answer: B

QUESTION 4

What is the problem BigInsights solves for our customer?

A. Our customers want Hadoop to be able to analyze data in motion.

B. Our customers want to manage new data sources in an efficient way. They want to acquire, grow and analyze data in order to stay competitive and grow their business.

C. Our customers want to explore data, extract, load, and transform the data into trusted information then move into a PureData for Analytics environment for analysis.

D. Our customers want to have a single view of the customer and maintain the \\'golden\\' record of enterprise information that will be \\'pushed\\' to every application that needs that information.

Correct Answer: A

QUESTION 5

What do you tell a customer that tells you Data Warehousing is obsolete?

A. IBM agrees. Our BigInsights product is based on open source Hadoop which we have transformed into an Enterprise ready platform. We have layered this with security, governance and analytics.

B. All of the analysts are saying the same thing. New technology gives us the ability to finally analyze Big Data, something the Data Warehouse could not do.

C. Our customers have made a lot of investment in data warehousing and this will continue to pay off. We will leverage this infrastructure within our Watson Foundations and will not rip and replace it with something that does not have the performance to analyze unstructured data.

D. All of the above.

Correct Answer: A

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